

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #317880

Ms. E. Jones

R. L. JONES & SONS

SALEM TEAR TAPE PROMOTION #800438: MAY (#805)

Dear Ellie:

SALEM .30¢ Tear Tape product has been ordered in reference to the above promotion. Ship number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. No Displays are required, as retailers will utilize Displays they received with the April Salem Tear Tape distribution. This product is being shipped to you @ \$3.00/carton off-invoice.

RJR will reimburse you \$4.75 per **6M** promoted case shipped to retail on a timely basis. This equates to **\$14.25 (3 (6M) case(s) @ \$4.75)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: A. Zecca
Enc. Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL-MAY.DOC

51852 2265

MAY DELIVERY
SALEM TEAR TAPE
R. L. JONES & SONS

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	<i>Full Flavor</i>	<u>1</u>
12300-24195	<i>Full Flavor 100</i>	<u>0</u>
12300-24196	<i>Light</i>	<u>1</u>
12300-24197	<i>Light 100</i>	<u>1</u>

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM APRIL PRODUCT
DISTRIBUTION TO MEET MAY DISTRIBUTION AS NEEDED*****

Product / Premium Arrival: **April 28, 1998**
Ship Date to Retail: **Week of: May 11, 1998**
EFT \$ Amount: **\$930.51**

May Drive Period 805 / Promotion #800438

PROMOTION DESCRIPTION:

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH APRIL PRODUCT DISTRIBUTION**

MAY DELIVERY

51852 2266

BPEN5BB2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 20
 DATE: 98-03-25
 TIME: 10:34 AM

 WHOLESALER : 317880 R.L.JONES & SONS, INC. <DIRECT>
 TEMPLATE : 900438 80500 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162604	162225	492920	CAREY'S GROCERY INC	11-13 MAPLE AVE.	COHOCTON	NY	14826	4		3		7		
162605	162624	237030	GORHAM GROCERY	2621 MAIN STREET	GORHAM	NY	14461	2		1	2	5		
162605	162624	269708	FEDERAL HOLLOW MKT	9 S MAIN ST	RUSHVILLE	NY	14544	1		1	1	3		
162605	162228	309498	HARRIS FOOD MART	351 NORTON ST	ELMIRA	NY	14901	1	1	1	1	4		
162605	162225	479127	VALLEY MART	ROUTE 414 RD #2	BEAVER DAMS	NY	14812		3			3		
162605	162225	521097	GEROWS GROCERY	2455 MEADS CREEK	PAINTED POS	NY	14870	1				1		
162605	162228	684578	MIDWAY MINI MART	5 JACKSTON AVENUE	BREESPORT	NY	14816		1	2	1	4		
162605		696049	SCHOONIES	523 E HIGH ST	PAINTED POS	NY	14870		1			1		
162605	162225	712847	MORGANS GROCERY	100 HAMILTON ST	PENN YAN	NY	14527	1	1	1	1	4		
162605	162228	762549	ON THE WAY	102 S MAIN ST	ELMIRA	NY	14904	1	1	1	1	4		
162605	162225	763620	A-PLUS MINIT #60064	234 N HAMILTON ST	PAINTED POS	NY	14870	2	1	1	1	5	0362-0102	
162606	162225	269800	BOB WRIGHTS SER	68 MAIN ST	SAVONA	NY	14879		3	1		4		
162606		518787	RANCH GROCERY	RD 1, ROUTE 226	BRADFORD	NY	14815			1	5	6		
162606	162225	544681	LAKEVIEW MINI MART	6748 ROUTE 415 SO	BATH	NY	14810	1		2	2	5		
162606	162225	651675	STOP & SHOP	JANE & LODER	HORNELL	NY	14843	2	1	2	1	6		
162606	162225	700477	DISCOUNT BEVERAGE	371 1/2 W MORRIS	BATH	NY	14810		1			1		

PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY 16 14 17 16 63

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY 16 14 17 16 63

51852 2267